ABSTRACT OF THE DISCLOSURE

An information storage medium stores audio/video (AV) data; and interactive data for reproducing the AV data in an interactive mode. The interactive data includes a plurality of ENAV units, each of which is smaller than a predetermined size. When predetermined AV data is reproduced, a buffer is emptied when an ENAV is to be changed, and the ENAV unit to be changed is read in advance such that the buffer is managed to allow seamless reproduction of AV data.